



USE OF SOCIAL NETWORKING SITES BY UNDERGRADUATES IN RELATION TO THEIR ACADEMIC ACHIEVEMENT

Suraj Sharma

Research Scholar, SRT Campus, HNB Garhwal University, Srinagar, Garhwal

Abstract

Social Networking Sites (SNSs) are quite famous among the college students. And there are researches going on about their effect on the students especially on their academic achievement. This research tried to understand whether the academic achievement of the low users of SNSs and high users of SNSs differed and whether the time spent on the SNSs and the overall academic achievements are correlated. Results shown that academic achievement of the both groups doesn't differ significantly and correlation between the SNSs usage and academic achievement was also found to be insignificant.

Keyword: *Academic Achievement, Social Networking Sites, Internet, Undergraduates, Use of SNSs.*



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INTRODUCTION

The effect of internet on education has drawn the attention of both educators' and practitioners' (Yang & Tang, 2003). One of the aspect of internet that is mostly used by the students is the much talked Social Networking Sites (SNSs). Starting from sixdegree.com in 1997 and with the introduction of Facebook in 2003, these sites have come a long way and have intruded into our lives. There are many sites over there on internet and have their own criteria of membership. Various studies have shown that the young adults age group of 16-24 are the ones likely to have profile on social Networking Sites (ofcom.org.uk).. And more than 90% of college students use social networks (as cited in Tariq, Mehboob, & Khan, 2012). Parents generally worry that their college students spend too much time on Facebook and

other social sites and not enough time on studying (Wang & Chen, 2011). One can argue that they might be squeezing their time from their studies. In other words, their use of social networking sites would be affecting their studies. Some says that the negative relationship between SNS use and Grade Point Average (GPA) is due in multitasking (as cited in Karpinski, Kirschner, Ozer, Mellott, & Ochwo, 2013). Studies have shown contradictory results with regard to the effect of the SNSs on the academic achievement or their grades or academic performance. Studies have also pointed out that as SNSs are becoming part of students' life, and they also use them for academic purpose. This study will try to find out relation between the academic achievement and usage of SNSs.

Review of Literature

There are studies that have shown negative impact of SNSs on the academic performances and other set of studies have not found any significant relation between the academic performance and usage of internet or time spent on internet. Facebook users have low Grade Point Averages (GPAs) and spend fewer hours per week studying than nonusers (P.A. Kirschner). Levin *et al* found that students who engage in instant messaging more than others show more distractibility in academic task (Jacobsen, Forste, & Ph, 2011). According to Kirschner and Karpinski, over involvement or obsession with social networking sites by students can have negative impact on academic performance (Paul, Baker, & Cochran, 2012). Most of the students feel that SNS have more positive impact on their academic performance (Helou, Zairah, & Rahim, 2012). There is no significant difference between the academic achievement of users and non users of SNSs (Kalra, Manani, & Pradesh, 2013). It is unclear whether social sites affect students' learning performance negatively or positively. Students use social networks for the social purpose more than the academic purpose and the students who spend many hours using social network have high GPAs (Tayseer, Zoghieb, Alcheikh, & Awadallah, 2014). According to Martin 2009, There is no correlation between how much time is spent on the SNS and grades obtained (as cited in Stollak, M.J., vanderber, A., Burklund, A., Weiss, 2015)

Definitions of The Terms Used

Social Networking Sites (SNSs)- Social Networking Sites are those websites which provide platform for interacting with friends or the peoples with common interest in various ways (sharing messages, photos, chatting etc.). Present study will consider all such sites (Facebook, WhatsApp, Hike, LinkedIn etc.) in the ambit of SNSs.

Use of Social Networking Sites (SNSs)- It is the total time spent on the various social networking sites in a single day.

Academic achievement- It is the average of the various percentages of marks obtained by the student in his or her previous classes beginning from high school.

Undergraduate students- The students enrolled in B.A/B.Com/B.Sc classes.

Objectives

The following are the objectives of the present investigation:

- Compare the academic achievements of the high users and low users of Social Networking Sites (SNSs).
- To study the relationship between the use of Social Networking Sites (SNSs) by the undergraduate students and their academic achievements.

Hypotheses

The following hypotheses have been formulated for the present investigation:

- There is no significance difference between the academic achievements of high users and low users of Social Networking Sites (SNSs).
- There is no significant relationship between academic achievements and use of Social Networking Sites (SNSs) by the undergraduate students.

Delimitation of the Study

The present study will be limited to the Government /Aided degree colleges and is limited to the undergraduate students (B.A/B.Sc/B.Com) students.

Variables of the Study

In this proposed study, use of Social Networking Sites (SNSs) and academic achievements are the variable.

Methodology

Based on the objectives and nature of the study the researcher is going to use descriptive survey method and correlation studies for the present investigation.

Sample and Sampling Procedure

In this proposed study 310 students sample studying in undergraduate classes were randomly selected from the total population of the undergraduates studying in the Tehri campus of HNB Garhwal University. They were given self developed inventory asking various information related to their usage of SNSs.

Data Collection Procedure

Researcher visited the colleges and with the permission of the concerned authorities visited the respective classes to distribute the inventory and then went on to collect the filled inventory on next day. Some inventory has been filled in presence of the researcher.

Tool

Researcher after consulting many experts, prepared a self developed inventory/checklist to know the status of use of Social Networking Sites.

Result Analysis and Interpretations

The data of filled up inventory was analysed as follow:

First of all total time spent (in minutes) on the SNSs were arranged in ascending order and then first and third quartiles were estimated. They were calculated out to be 60 minutes and 180 minutes respectively. Now the low users were fixed as those using the SNSs up to 60 minutes and High users were those using the SNSs for 180 minutes or more per day. Those falling in between the two time limits of 60 to 180 minutes were discarded for further analysis. Data obtained from the final sample is as follow:

Total number of low users- 82

Average total academic achievement score of the low users- 63.56

Total number of high users-56

Average total academic achievement score of the high users-67.89

Testing of hypothesis-1

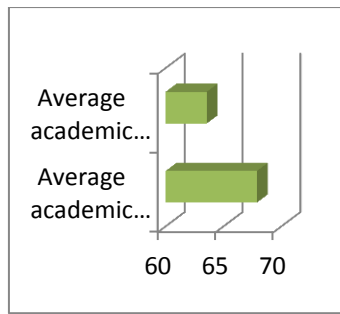
Tow tailed 't' test was applied as follow:

Table 1: 't' test for means of the academic achievements score of the two groups

SNSs users	N	Mean of academic achievements scores	SD	't' value	significance at 0.05 and 0.01 level
Low users of SNSs	82	63.56	11.63	2.1987	Significant at 0.05 but not significant at 0.01 level.
High users of SNSs	56	67.89	10.95		

Interpretation- Thus the difference is statistically significant at 0.05 level of significance but was not significant at 0.01 level of significance.

Graph: Average academic achievements of the two groups



Testing of hypothesis- 2

For testing this hypothesis researcher calculated the correlation coefficient 'r' by Pearson product moment method between the academic achievements scores and the time spent on SNSs per day.

Value of 'r' as calculated for the low users= -0.04

This value was *not found to be significant* at both 0.05 and 0.01 level of significance.

Value of 'r' as calculated for the high users= 0.03

This value also *not found to be significant* at both 0.05 and 0.01 level of significance.

Conclusions and Discussion

For the very first hypothesis researcher found that the difference in the mean of the academic achievements scores was significant at 0.05 level. But it was not significant at 0.01 level.

The measure of linear correlation between the two variables i.e. academic achievements and time spent on SNSs was negligibly small for both the groups indicating a weak correlation. Further it was negative for the low user group but it was positive for high user group. However, further analysis revealed that the correlation was not significant at both level of significance. So we can say that the academic achievements of the undergraduates was not related to the use of SNSs.

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